



# 4 REASONS

## WHY YOU *STILL* NEED A REAL ESTATE AGENT



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In this time of “do-it-yourself”ers,  
why should you pay for a real estate professional  
to help you buy or sell a home?

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## 1. BETTER ACCESS/MORE CONVENIENCE

It's an agent's full-time job to be the liaison between buyers and sellers. The Bowler-Clem team takes that responsibility seriously.

- If you are **selling a home**:
  - ✓ You will be fielding calls from ALL potential buyers, even unqualified ones
  - ✓ You may find yourself rushing home for an appointment, only to find no one shows up
  - ✓ Potential buyers demand a quick response or they move on – are you willing to be on call at all times?
- If you are **buying a home**:
  - ✓ A real estate professional will track down homes that meet your needs, get in touch with seller's agents and make appointments for you
  - ✓ No games of telephone tag for you

**With the Bowler-Clem Team, we have access to over 150 agents within our own office at Berkshire Hathaway HomeServices to promote your property.** In addition, we network with 23 offices within Georgia. We have access to multiple listing sites: FMLS, GMLS, Zillow, Buyside, Homesnap and so much more.

## 2. NEGOTIATING IS TRICKY BUSINESS

Many people feel eliminating the middle man and negotiation directly between buyer and seller is more transparent. This is possibly true – assuming both buyer and seller are reasonable, honest people, open to compromise. But feelings get hurt easily, and negotiations can quickly get derailed when either party takes things too personally. It's a home, your home, and it's a major investment.

**With the Bowler-Clem team, YOUR interests are represented in tough transactions without “ruffling feathers”.** We know how to navigate the negotiations to get your needs met.

## 3. CONTRACTS CAN BE HARD TO HANDLE

**Let the Bowler-Clem Team do the “heavy lifting”.** A poorly drafted contract can prove costly! If you plan to buy a home with a mortgage but fail to make financing one of the conditions of the sale – and you aren't approved for the mortgage - you can lose your deposit on the home AND even be sued by the seller for failing to fulfill the contract. An experienced real estate agent deals with similar contracts and conditions on a regular basis; knowing which conditions should be used, when they can safely be removed and how to use the contract to protect you.

## 4. REAL ESTATE AGENTS CAN'T LIE

Well, ok, actually they can – but not if they want to stay in business. If you are working with a licensed real estate agent under an agency agreement, your agent will be bound by common law (in most states) to a fiduciary relationship. In other words, the agent is bound by license law to act in their clients' best interest, not their own. **More importantly, the Bowler-Clem Team relies heavily on referrals and repeat business. It's 90% of our business.** Doing what's right for you is as important to us as it is to you.

